

PHILIP MORRIS
PARLIAMENT LIGHTS
1995 BRAND ANALYSIS

Friday
7-4pm

7/18/95

BRAND: PARLIAMENT LIGHTS

ADVERTISING PERIOD: Jan. 1995 - Dec. 1995

	1995 CPE	FIRST REVISION	1995 ORIGINAL BUDGET	
BUDGET	\$(MM)	\$(MM)	\$(MM)	
Print	4.2	4.1	3.5	\$6
COOH	5.8	5.5	5.1	\$8
Total	10	9.6	8.6	100

KEY INITIATIVES: Maintain continuity against core target throughout the year
Support Party Zone via local print:
-Hamptons
-Fire Island
-Jersey Shore

STRATEGY: Primary: LAZI - 34 (sophisticated, aspirational)
Audience Secondary: LA 21-24

KEY GEOGRAPHY: Region I plus Florida
Specific markets:
-New York -Miami
-Philadelphia -Boston

CRITICAL PERIODS: Continuity throughout the year
Slight heavy-up during the summer in support of Party Zone

R/E Delivery:	NEW YORK	BOSTON	PHILADELPHIA	MIAMI
Print	\$3/2.2	\$3/2.3	47/1.9	\$2/2.1
COOH	\$5/20.4	78/13.5	86/21.9	83/17.4

(reflects monthly activity)

PRINT

Woman's Fashion	TOTAL COST \$(000)	Regional	
Allure	\$139.6	Great Woods Program Guide	\$9.4
Cosmopolitan	\$221.6	NY Magazine	\$291.4
Mademoiselle	\$231.4	Manhattan File	\$28.0
Vanity Fair	\$236.2	Playbill	\$160.9
Vogue	\$226.4	Stagebill	\$21.8
New Woman	\$49.6	Encore	\$2.8
Glamour	\$326.9		
		Entertainment	
		People	\$267.5
		Instyle	\$10.5
		Us	\$117.2
Men's Gen. Int.			
Esquire	\$22.9		
Details	\$140.3	SUB-TOTAL	\$3,866.1
GQ	\$184.9		
Penthouse	\$108.3	Newspaper	
Playboy	\$112.0	Boston Phoenix	\$105.3
Surfer	\$16.7	Village Voice	\$57.7
Sports		SUB-TOTAL	\$163.0
Sports Illustrated	\$335.2		
		Party-Zone	
Music		Dan's Papers	\$36.8
Rolling Stone	\$167.5	Hampton's	\$52.0
Spin	\$57.4	Hampton's Handbook	\$5.9
		Fire Island Tide	\$25.2
		Atlantic City Magazine	\$18.0
Dual			
Swing	\$6.7		
Detour	\$7.4	SUB-TOTAL	\$137.9
Ent. Weekly	\$126.1		
Premiere	\$87.6		
Interview	\$66.0		
Movietime	\$36.7		
Paper	\$48.5		

MIAMI
Ocean Drive \$14.9

TOTAL PRINT \$4,181.9

OOH

Parliament Markets-OOH
Boston \$771.3
Miami \$493.4
Philadelphia \$1,025.6
New York \$1,498.3

TOTAL OOH MARKETS \$5,780.6

GRAND TOTAL \$9,962.5

2071453852